

# WISCONSIN URBAN FORESTRY COUNCIL

## Wednesday, April 17, 2002. 9:30 a.m. – 2:30 p.m.

Christine Giese, Chair  
Jeff Edgar, Vice Chair  
Richard Rideout, Executive Secretary

RSVP to Felipe Avila by 4/12/02  
Phone: 608-267-0568  
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### AGENDA

**Location:** Room 201 SE, South wing, State Capitol

**Address:** Wisconsin State Capitol

**Directions:** See attached map

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No.	Time	Presentation	Agenda Item	Action
1.	9:30	Chris Giese	Call to Order/Approve minutes	Motion
2.	9:35	Dick Rideout	Budget expenditures	Motion
3.	9:50	Dave Liska	Nominating Committee, membership committee A: New Members B: Exiting Members C: Election of Vice Chair	Motion
4.	10:35	Jeff Edgar	Update on the Legislative Grove project	Informational
5.	10:45	Dave Liska	Forestry Education Center	Update
6.	10:55	Heather Mann	Urban Open Space Foundation	Informational
7.	11:10	Linda Barcz	Madison Home Builders update	Informational
8.	11:15	Wayne Glowac	Update on advertising/commercial budget	Informational
9.	11:40	Bruce Allison	CARET update	Informational
	12:00		Lunch	
10.	12:30	Roald Evensen	Tree City banquet update A. Committee updates/to do lists B. Speakers C. Educational component D. Displays E. Publicity	Informational
11.	1:15	Jeff Edgar	Future meeting dates	Motion
12.	1:30	Dick Rideout	Strategic planning completion	Informational
13.	1:45	Dick Rideout	DNR report A. Filling David Stephenson's position B. Council rep. on annual conference planning team C. Urban Forestry pilot assessments	Update
14.	2:15		Old business, New business	
15.	2:25		Next meeting	
16.	2:30		Adjourn	

Please note that tours of the State Capitol are available, they leave on the hour from the information desk on the ground floor.

# Wisconsin Urban Forestry Council Minutes, April 17, 2002

Room 201 SE, State Capitol  
Madison, Wisconsin

In attendance were 18 people

The **voting members** were: Christine Giese (Chair), Linda Barcz, Mark Dochnahl, Roald Evensen, Kevin Hinkley, Paul Keller, Gregory Lancaster, David Liska, Mike Maddox, Wayne Glowac, Ken Keeley, Laura Jull, Mary Morgan, and Heather Mann

The **ex-officio, non-voting members** were: Leif Hubbard, Bria Radtke, and Dick Rideout.

The **non voting guests** in attendance were: Felipe Avila.

**Absent Voting Members:** Preston Cole, Jeff Edgar, Robert Miller, Ken Ottman, Tony Perez, Les Werner, R. Bruce Allison, Keith Erickson, Robert Skiera, Joan Stevens, Daniel Trass.

1. Council Chair Christine Giese called the meeting to order at 9:50 am. The minutes from the January 16, 2002 Urban Forestry Council meeting were reviewed. Approval of the January 16<sup>th</sup> minutes was moved and seconded. The motion was passed.
2. Dick Rideout reviewed the Council's budget expenditures through the third quarter of this fiscal year. Mark Dochnahl moved and Laura Jull seconded that the financial report be approved. The motion passed.
3. A. & B. Dave Liska updated the Council on the activities of the Nominating and Membership Committees. The following members terms expire June 30, 2002:
  - Preston Cole
  - Mark Dochnahl
  - Kevin Hinkley
  - Paul Keller
  - Mike Maddox
  - Heather Mann
  - Mary Morgan
  - Tony Perez

Dochnahl, Hinkley, Maddox, and Mann will be renewing their membership. The following people are recommended to join the council:

- Dick Welch (replacing Mary Morgan)
- Jay Jansen (has been approached about joining the Council as a replacement for Keller)

After a brief discussion Morgan moved and Dochnahl seconded that Dick Welch be nominated to the Council. The motion passed.

C. After reviewing the recommendations of the Council, Chris Giese, who is stepping down as Council Chair and Jeff Edgar, the incoming Council Chair have decided to nominate Dave Liska as the new Vice Chair of the Council. After a quick talk about Dave's qualifications Greg Lancaster moved and Dochnahl seconded that Dave Liska's nomination be approved. The motion passed.

Liska briefly spoke on his and Jeff Edgar's desire to increase participation of the members of the Council in Council tasks and activities. This will be a focal point of the new Chair and Vice Chair during their term.

A discussion followed on if certain areas of the state had direct representation, for example the City of Milwaukee. While Milwaukee has no designated representative, there have been several Council members who have either worked for the city or who have lived in the area. Cole and Perez were intended to improve minority representation on the Council, but for whatever reason their attendance record was spotty at best. With no input from Cole or Perez, no replacements for their spots were named. If the Council wished, the by-laws of the Council can be amended to have specific cities, groups, or organizations represented. Also discussed was the Council's representative on the Governors Council on Forestry. Some concerns were raised that the process to appoint a new representative was going slowly and that no progress was being made. Dick explained that because of the protocol involved with the Governor's Council that the process takes a long time, but that Ken Ottman will be attending the next Governors Council meeting and should be appointed shortly. Ken will have an update on the Governor's Council activities at the next meeting.

4. There was not much to report on the Legislative Grove project, but there was a lot of discussion about it. Jeff reported by an e-mail to Chris that he had spoken to an aid of Representative Gronomus, and that the idea was still being kicked around the state capitol with few people having an opinion either positive or negative on the topic. Jeff did find out that since the grove would be involving the legislature that the approval of the Department of Administration and the full legislature would be needed. Jeff has suggested holding the October meeting of the Council at Lake Farms Park where the Millennium Grove is located and where Rep. Gronomus can detail her idea. Jeff will be taking the lead on this project will review it at the July meeting.

It was suggested that the Council serves as an advisory body for this project and not as caretakers who will create, design, build and maintain the proposed grove. Support for this project among the Council has improved significantly, with most people seeing it as an opportunity to connect with the legislature and to gain a bit of publicity in the process. It was also seen as a way to meet incoming legislators and introduce them to the importance of the urban forest. Heather Mann offered the help of her organization (UOSF) in design and for a possible location within the east rail corridor project a few blocks from the capitol.

To move the project forward several issues need to be addressed, such as; where will the grove be, how many trees will be in it, who will maintain the grove, and where to get the trees from. To address the issues it was moved by Roald Evensen and seconded by Laura Jull to create a sub committee that will work in partnership with the UOSF to try and get this project up and running. Sitting on the sub committee will be Heather Mann, Greg Lancaster, Jeff Edgar, Dick Rideout, and Ken Keeley.

5. David Liska reported that not very much has changed with the Forestry Education Center's progress. It is still going through the start up process so ground will not be broken on it any time soon. Wendy McCown will be representing the DNR on planning committee for the education center and will be presenting information to the Council at the July meeting on the progress made and how various parts of the broadly defined "forestry" will be shown at the center.
6. Heather Mann next gave an update on the Urban Open Space Foundation's ongoing projects. Land has been purchased and planning is under way for the East Rail Corridor Park. After series of public meetings and open houses, community response to the park has been positive. New brochures with concept drawings of the park and information detailing progress being made have been published and are circulating in the community now. A new topic that has been found in UOSF's work is "urban green infrastructure". Using green space to provide functional use. For example having a wetland filter rain runoff before it hits a creek or river.

The key to this idea is to get all the involved parties, city parks, engineering, planning and the community, e.g. neighborhood associations, businesses, working together to come up with a plan that benefits everyone involved. The idea is modeled after a similar project in Chicago. Questions were raised about how to pull the various groups together and how does green infrastructure relate to recreational space needs for a city.

7. Linda Barcz next gave a report on the Madison Home Builders show that was held in early March. The attendance was down this year due to a snowstorm and extreme cold at the time of the event. Other than that the event went well and received very positive feedback. Dick mentioned that the booth sponsored by the Council would be nothing without the help of Linda and the Bruce Company and that we are very grateful for the help. A question was raised about how to keep the booth stocked with handouts when no one is there to staff the booth. It was decided to have someone check on the booth in the morning and afternoon for each day of the show.

With the success of the show in Madison should the Council try to have booths at other Home Builders shows in the state? It was suggested that a representative of the Council speak to the statewide Home Builders communications committee and locally speak to the safety and education committee of the Home Builders Association. Speaking to these two committees could go a long way in changing perceptions and building new relationships with the home building industry. It would be simple enough to move the signs and educational materials to other cities, but the staffing and outside sponsorship similar to what the Bruce Co. provides in Madison are questions that need to be addressed. Other issues brought up were; that the audience that is being targeted needs to be identified (the people that build the homes or the people buying them) and what take home message are they being given. The possibility of having a TV/VCR or PowerPoint presentations playing at the booth during the day was also suggested.

Wayne Glowac moved that the Council give an additional three years of support for sponsoring booths at the Madison Area Home Builders Show. Mark Dochnal seconded the motion and it passed. It should be noted that the Bruce Co.'s assistance in decorating the booths is only guaranteed for one more year. Support for the next two years will have to be approved by the Bruce Co.'s board. The response of the Bruce Co.'s board will be known by the July Council meeting. Evensen then moved and Dochnal seconded that a formal letter of thanks is written to the Bruce Co. and it's president for their support and assistance in making the booths at the Home Builders show so successful. The motion passed and Chris will write the letter.

10. The next two topics on the agenda were passed over, Wayne covered everything he wanted to say in the discussion of the previous topic, and Bruce Allison was absent from the meeting. Which brings us to the Tree City USA banquet. The first topic in this discussion was an update on the activities of the committees and a revision of their to do lists. It was suggested to use Wisconsin Public Radio's Larry Meiller as an MC for the evening. Jeff Edgar is working on a list of possible keynote speakers for the next meeting. Brought up next for discussion was publicity for the event. It was generally felt that the efforts in this area should be improved from the last banquet. The idea was floated to send press releases directly to the local media outlets in the Tree City communities, instead of sending the release to the mayor's office of a tree city. A list of press contacts for the specific area will also be needed. Wayne Glowac may be able to provide a list like this. In addition it was suggested that a letter be sent to each city with an opt out option, if the city or mayor does not want a press release going directly to the local media.

At this point it was 12:30 and the meeting broke for lunch, it resumed at 1:00.

The committee has decided that a small gift be given to a representative of each city at the event. What the gift is going to be will be determined at a later date. The educational part will need to focus on two different types of people at the banquet. The elected officials, with little to no knowledge of forestry and the members of city tree boards and others whom are more knowledgeable. A majority of the Council felt that it would be best not to hold the classroom portion of the banquet during the time set aside for the photo shoot. The educational part of the banquet has been split up into two parts: the formal and informal areas. Kevin Hinckley is going to identify potential topics for a classroom presentation or workshop, and this will be discussed at the next meeting. A possible topic for a class that was mentioned during the discussion was; how to fund programs with the possible end of shared revenue on the horizon. For the informal part, a staffed booth was suggested with a display and the person at the booth could answer questions, and have this area serve as a place where people could mill about, while waiting for the next event. A new idea was also floated, of honoring one or several members of the legislature for their efforts in promoting urban forestry. This would give the legislator a chance to meet the mayors, and possibly members of the governor's council on forestry. It would also give the legislator a positive view of the Council and its activities.

11. The next topic up was the dates and number of meetings that the Council has each year. Jeff Edgar is proposing that the Council meet three times a year and that the meetings be spaced out so as not to be held during the planting or trade show times of the year. The next year, 2003 would be an exception because of the Tree City banquet being held in February of that year, and the Council will need to meet in order to hash out last minute details. The proposed changes will be discussed more thoroughly at the July meeting. Speaking of the July meeting, Joan Stevens has offered to host the Council in the city of Greenfield, just outside of Milwaukee. The meeting will be July 10<sup>th</sup> and a tour of tree planting projects will be available after the meeting.
12. The work on Strategic Planning will be done during this quarter; Dick is requesting feedback from people who will be affected, before the next Council meeting in July.
13. A. Dick then went on to give the update on what is going on within the DNR. Dave Stephenson has accepted the position of state urban forestry coordinator in Idaho. With Wisconsin in the middle of a hiring freeze at the moment, his position as the Southcentral Regional Urban Forester will not be filled. The Division of Forestry will formally request that his position be filled as soon as possible. The best way to get the position filled is for the DNR and the legislature to receive complaints about the lack of service due to the empty position. Dick is planning on finding out just whom exactly a fuss should be made to about this issue and will notify the Council members when he does. Mary Morgan then moved that the Council write a formal letter to the DNR requesting that the position be filled. Linda Barcz seconded and the motion passed.  
B. The Council needs a representative on the Annual Planning team. The chair of the planning team lives in Madison, so it is a good bet that most of the meetings will be held in the Madison area. Also the Council's representative does not need to attend every planning team meeting, they primarily need to be there for the Annual Conference planning. Bria agreed to serve as a temporary representative of the Council at the next meeting and she will report the dates and times of the future planning team meetings. Once the dates are known the Council will need to select a permanent representative. Any one interested in volunteering should let Dick know.

C. There are three projects planned for the near future, which have the goal of assessing the health of the urban forest. Bob Miller is running a program that is looking to determine the health of the entire (public and private) urban forest. The sampling measures and collection protocol are being aimed at providing greater accuracy in the final results. The USFS is running a 3-part urban forest health monitoring study to determine the health of the national urban forest. Wisconsin is helping in pilot two of these "stages." Stage 1 has 190 urban plots statewide that randomly fall on both public and private property. This project is being completely run by the USFS with help from the Lumberjack RC&D. Stage 2 has 300 plots in urban street rights of way to assess the state's street trees. The USFS is providing some funding and the DNR is using contract dollars to over match the funds and triple the sample size to 900 plots. The long-term goal of this project is to resample one-fifth of the plots each year so that a continuous resource assessment can be maintained. So, by the end of the year there will be a lot of data available on the extent and health of Wisconsin's urban forests.

14. There was no new business and the next meeting will be held July 10, 2002 in Greenfield at the city hall.

The meeting adjourned at 2:45